

OUTCOMES BASED LEARNING MATRIX

Course: BUSN 251 Entrepreneurship

Department: Business & Technology

This practical, hands-on course is designed for students interested in starting or running their own business. The course focuses on the steps necessary to launch a new business. Topics include evaluating students' entrepreneurial capabilities, creativity, and innovation; opportunity assessment and feasibility analysis; business plan creation and implementation; sources of financing; and marketing techniques. Upon completion of the course, students will have developed a business plan. This course is open to all students regardless of their program of study. Prerequisites: ENGL092 Preparing for College Reading II and ENGL099 Introductory Writing; waiver by placement testing results; or departmental approval.

Core Competencies that apply to the outcomes activities and assessment tools: Written Communication (WC); Critical & Creative Thinking (CCT); Integrative Learning (IG); Oral Communications (OC); Quantitative Literacy (QL); Global Learning (GL); Information Literacy (IL) and Civic Engagement (CE).

COURSE OUTCOMES	OUTCOMES ACTIVITIES	ASSESSMENT TOOLS
1. Introduce students to the role entrepreneurship plays in the economy.	<ul style="list-style-type: none"> a. Explore the reasons why entrepreneurship is important to the economy and individuals. (CCT, IL, OC, GL) b. Explore the history of entrepreneurship (CCT,) c. Identify the primary characteristics of entrepreneurial firms (CCT, IL, GL) 	a. Using electronic sources identify and report on job creation and economic growth of entrepreneurial firms (WC, C & CCT, IL, GL)
2. Explore legal and ethical issues that impact decision-making	<ul style="list-style-type: none"> a. Use current examples of ethical issues that impact entrepreneurs (CCT, WC, GL,) b. Cite examples of businesses response to social responsibility and good corporate citizenship (CCT, WC, GL, CE, IG) 	<ul style="list-style-type: none"> a. Research and report on ethical issues applying theories (CCT, IL, OC, WC, GL) b. Research and report on company's approach to social responsibility applying theories (CCT, IL, CE, IG OC, WC)
3. Identify opportunities for entrepreneurship based on changes in technology, demographic, economic and social factors	<ul style="list-style-type: none"> a. Identify current opportunities arising from changing demographics, technologic, economic and social factors both nationally and globally. (CCT, IG, WC) 	<ul style="list-style-type: none"> a. Identify trends in entrepreneurship (CCT, IL, WC, OC) b. Research and report on trends in entrepreneurship (CCT, IL, IG, WC, OC)

4. Strengthen critical thinking, research skills, and problem solving ability.	<ul style="list-style-type: none"> a. Understand how to evaluate, compile, and format information for internal and external stakeholders (CCT, IL, OC, IG, WC) b. Identify problems or challenges that impact entrepreneurial firms and develop solutions. (CCT, IG) 	a. Business Plan Report and final presentation (CCT, OC, WC, IL, IG)
5. Determine feasibility and potential success, or failure, of the industry and market	<ul style="list-style-type: none"> a. Discuss importance of researching the industry. (CCT) b. Discuss the importance of industry, target market and competitive analysis c. Use Porter's Five Forces framework to analyze the industry (CCT, IL, IG, WC) d. Use analysis to examine the external environment of the industry (CCT, IL, IG, WC) e. Discuss sources for research 	<ul style="list-style-type: none"> a. Research and report chosen industry and target market (CCT, IL, IG, OC, WC) b. Business Plan Report and final presentation (CCT, OC, WC, IG, IL)
6. Develop projected Income and Cash Flow Statements and estimate Startup Costs	<ul style="list-style-type: none"> a. Discuss methods for used to develop financial statements (CCT, IL, WC, QL) b. Discuss North American Industry Classification System codes and data to estimate revenue and expenses (CCT, IL, WC, IG, QL) c. Discuss importance of preparing financial assumptions to explain financial projections (CCT, IL, WC, IG, QL) 	<ul style="list-style-type: none"> a. Prepare sample financial statements using North American Industry Classification System Codes (CCT, OC, WC, IL, QL) b. Prepare financial statements using historical data (CCT, IL, WC, IG, QL) c. Business Plan Report and final presentation (CCT, IL, WC, IG, QL)
7. Develop Business Concept and model including: Executive Summary, Overview of the business, industry/market analysis, product develop, operations, organizational, marketing, financial, and growth plan	<ul style="list-style-type: none"> a. Discuss the structure and components of the Business Plan (CCT, IL, WC) b. Discuss the importance of organizing and presenting research to show Proof of Concept to external stakeholders (CCT, IL, OC, WC, IG, QL) 	Business Plan Report and final presentation (CCT, IL, OC, WC, IG, QL)
8. Strengthen Core Competencies** in order to increase success in this and other courses and in the workplace.	a. Referenced above	a. Referenced above

